

FEB 28 1924

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THE HILL-BILLY

Photoplay in seven reels

Story by Marion Jackson

Directed by George Hill

Author of the photoplay (under section 62)

Mary Pickford Fairbanks & Charlotte Smith

FEB 28 1924

Exhibitor's Press Book

JACK PICKFORD

IN

©CIL 19951

"The Hill Billy"

Directed by George Hill; story and adaptation by Marion Jackson, suggested by a John Fox Jr. story; photography by Dave Kesson and Allen Thompson; titles by Waldemar Young; settings by Harry Oliver; edited by Margaret Lysaght.

Exhibitors will find in this campaign book plenty of material for a one, two or three weeks' publicity, advertising and exploitation campaign. There is an abundance of matter for advance announcement publicity, and other material to make the picture stand up during the run.

The publicity stories are all ready for the editors to use; and the average editor will be glad to have them. There also are one, two, and three-column scene cuts for newspaper and program use; two and three-column ready-made advertising cuts that will sell this picture to any kind of theatre public, and reproductions of the lithograph posters and lobby display cards. Also special artists' designs for one column teasers for the man who wants to make his advertising different from the ordinary advertising.

The ready-made newspaper advertisements shown herein were prepared with the idea of selling this particular picture to your patrons—to "bring 'em in"—and are certain to prove splendid attention attractors in either big city or small. Give them a fair trial. You'll get results. All cuts and mats shown here are sold at cost.

Look this material over carefully. Study it with your own special needs in mind. Plan your publicity and advertising campaign accordingly. If you publicize, advertise and exploit this feature in a big way, you are bound to get BIG BOX OFFICE RESULTS.

Released by

**Allied Producers and
Distributors Corporation**

729 Seventh Ave., New York City

*A Branch Office located in each United
Artists Corporation Exchange*

MUSICAL SYNOPSIS
for
"THE HILL BILLY"
by
James C. Bradford

LOVE THEME

"SAW MILL RIVER ROAD"

TIERNEY

No.	Min	(T) ITLE or (D)ESCRPTION	Tempo	Selection
1	3½	At Screening	4/4 Allegretto	In Arcady—Nevin
2	1	T Strangers from the Low Lands	6/8 Andantino	Chanson D'Amour—Saar
3	1¼	D Bear at Honey Pail	6/8 Allegro	Tarantella—Jacchia
4	1½	T The Home of	2/4 Andante Cantabile.....	The Dawn of Hope—Byford
5	2	D Jed and Bear	2/4 Allegretto	In a Flower Garden—Breil
6	1½	D Man Shoots McCoy	3/4 Lamentoso	Lamento—Borch
7	1	T Night Came	4/4 Andante (Storm effects ad lib)	Synchronizing Suite No. 1—Lake (No. 1.)
8	3¼	D Death Chamber—Fade Out	4/4 Allegretto	Forget Me Not—Macbeth
9	3¼	D Jed Fishing	3/8 Allegretto	Wood Pixies—Hadley
10	1	D Jed and Man Start Fight in Road	6/8 Allegro	The Hobbledhoy—Olson
11	2½	D Jed Walks Away	4/4 Moderato	LOVE THEME
12	1¼	T No Man Can Sit in "Papa's Chair	3/4 Lento	Daddy, Dear Old Daddy—Popular (Con Sordini)
13	1½	T One Day "Furriners"	2/4 Agitato Tension.....	Agitato No. 84—Berge
14	2	T The Social Event	4/4 Moderato	Grand Daddy—Brewer
15	1	D Jean and Mother	3/4 Lento	Daddy, Dear Old Daddy—Popular (Con Sordini)
16	3	D Mother Leaves Jed	4/4 Moderato	Uncle Josh's Huskin Dance—Paul
17	2½	T "Pap" Can't Me and Her Get Hitched	2/4 Allegro Moderato.....	Disperazione—Gabriel Marie
18	1¼	T Sam Handley and His Friends	2/4 Allegro Reel.....	Chicken Reel—Jocabs
19	3¼	T Don't Sign That	4/4 Allegro Agitato.....	Angosciosamente—Gabriel Marie
20	5	D Posse Starts Out.....	9/8 Allegro Precipitoso..	The Ride—Wagner
21	2	T Emmy Lou I Love You	4/4 Allegro Agitato.....	Phaeton—Saint Saens
22	¾	D Spot on Curtain Appears	4/4 Marcato	Lubimoff Theme—Peters (Enemies of Women)
23	4½	T So Jed McCoy.....	9/8 Moderato	Legende—Friml
24	2	T Henry Spencer Saw You Fire That Shot.....	2/4 Leggiero	March Mignonne—Poldini
25	1¼	T I'll Dismiss the Prisoner.....	6/8 Allegro	Turbulence—Borch
26	1	D Emmy Lou and Jed.....	4/4 Moderato	LOVE THEME
27	1½	D Jed Enters Cabin.....	4/4 Andante Molto.....	Tragic Theme—Vely
28	4½	T Take Care of Mammy.....	12/8 Allegro Precipitoso (Water Effect ad lib).....	Allegro Precipitoso—Savino
29	1	T So Did Jed Save.....	4/4 Andante Appassionato	Splivins Corners—Ellis
30	1¼	T Richest Man in the World.....	2/4 Allegro Moderato.....	

THE END

The time is based on a speed of 12 minutes per reel of 1,000 feet.

Exploitation Suggestions—Cast and Synopsis

Let Your Women Patrons know this is a Big Love Story of the Out-of-Doors

"The Hill Billy," Jack Pickford's second release for Allied Producers and Distributors' Corporation, is a great big, melodramatic love story of the out-of-doors, full of the genuine simple-hearted romance of the Kentucky regions, with an exceptionally human and appealing love theme that is sure to interest the women patrons; with action that will appeal to everybody, and thrills that will stir young and old in any theatre territory.

"The Hill Billy," is a fit successor to Jack Pickford's first release on his return to the screen as star and independent producer—"Garrison's Finish" which has had exceptional success as a racing melodrama and brought money to the box-office.

"The Hill Billy," is a title that will appeal at the box-office. It has a real kick to it, and bespeaks of the out-doors, of the open country, of the Kentucky mountains, of rugged valleys, of wild animals.

The title gets away from many picture titles which attempt to lure fans into theatre with a sex appeal. The title fairly breathes of the wild Kentucky hill regions, the setting of this latest production in which Jack Pickford is starred.

The theatre public is ripe and ready for a wholesome story that gets absolutely away from drawing rooms and scenes with risqué statements.

Play up this angle with "The Hill Billy." Let your public know you have a picture that gets entirely away from present day screen hokum.

And you won't be disappointed with the results because Jack Pickford's "The Hill Billy," is the greatest story of a simple people and a simple day that has ever been told on the screen.

The leading players in the cast are named Jed and Emmy Lou. These two roles are played by Jack Pickford and Lucille Rickson. The story is as clean and wholesome and refreshing as the country names are simple.

There is a love theme which runs entirely throughout the picture and, buoyed along by Jed and Emmy Lou, that reaches to the depth of human appeal. It is as genuinely real and human as the Kentucky hills are solid.

About Lobby Display

Why not give theatregoers something new in the way of lobby displays.

Why not make them forget about lobby displays that bespeak of the "sham of modern day"; "the evil of the tinselled god of jazz"; and the like?

Why not give them something wholesome, clean and fine?

That's the chance you have with Jack Pickford's "The Hill Billy."

With this picture in your theatre you have a chance to sweep people into the house by having the right kind of a display adorning your lobby.

The first scene in the picture shows a wolf, standing on the top of a mountain, silhouetted against the sky. Below the wolf, stretches a picturesque valley.

Arrange your lobby to resemble a part of the valley. In the back of the lobby you can have mountains towering up, thick with shadowy timber. If possible get a wolf or a coyote and have him in a cage in the lobby.

An animal is always a matter of interest, and will attract moviegoers as few things will. If you can't manage to get a live animal try to get a stuffed one from a taxidermist.

In another portion of your lobby you might have mounted on heavy card-board a picture of Jack Pickford in his mountain-boy clothes. Cut one of Jack's pictures out of the lithograph sheets and paste it on the board. This is more effective than the whole sheet. Let your lobby fairly breathe of the out-of-doors. Let it be rustic and pretty with its crude, mountainous atmosphere.

JACK PICKFORD

in

"THE HILL BILLY"

Direction by George Hill; story and adaptation by Marion Jackson, suggested by a John Fox, Jr. story; photography by Dave Kesson and Allen Thompson; titles by Waldemar Young; settings by Harry Oliver; edited by Margaret Lysaght.

Released by Allied Producers and Distributors' Corporation.

CAST

Jed McCoy	Jack Pickford
Emmy Lou Spence	Lucille Rickson
"Groundhog" Spence	Frank Leigh
Aaron Spence	Ralph Yearsley
Mother McCoy	Jane Keckley
Tabb Tafel	Snitz Edwards
"Big-Boy"	Malcolm Waite
Sid Stebbins	Maine Geary

SYNOPSIS

Some years ago in the mountains of the South, dwelt a race of people—aloof, primitive and unshackled by modern ways of living. Among these rugged people lived the youngest of the McCoy clan, Jed, with his mother, Claribel McCoy.

As the story opens, Jed, with his head and arms bandaged, is robbing a bees' nest in a hollow tree on the hillside. He climbs cautiously down from the tree, stumbles over a log, and goes rolling to the bottom of the hill, clinging desperately to the honey pail.

On recovering his equilibrium, he removes the sack from his head and looks dazedly around. A short distance away, calmly eating his honey, stands a tiny bear. Further up the hill, Jed sees the mother of the cub get up and start lumbering down the hill toward him. He tries to get the honey pail but the cub refuses to let go. Desperately resolving not to lose the honey, he takes the handle of the pail, and with the cub still clinging on, runs down the hill toward his home.

At a clearing in the road, he meets a man and a lovely young girl on horseback. The girl is Emmy Lou Spence, an orphan from the bluegrass, who is coming to live with her uncle "Groundhog" Spence. Her escort is Sam Handley, an unscrupulous trader from the city. Handley inquires the way to the Spence home, and also orders Jed to remove a tree from the road so they can pass. Jed replies that foreigners usually move their own trees but at a smile from Emmy Lou, he drags the tree out of their way and they pass on.

On reaching home, Jed sees his father in the fields and tells him of the bear he has found. His father interrupts him, telling him that he has found coal on their farm, and shows Jed the coal deeds, all signed. Jed is overjoyed, thinking it means education for him. He goes back to the house and shows the cub to his mother. A shot rings out. The murderer runs to the prostrate body of "Pap" McCoy, takes the deed, and skulks off into the bushes. Jed and his mother rush to the field and find "Pap" dead, and the deed stolen. Jed swears revenge.

Time, to the people of the mountains, brings little change, but to Emmy Lou, unused to a life of drudgery it has brought many a heart ache. Instead of the dainty little girl of a year ago, we find a grimy little personage, slavering for Henry Spence, and his son, Aaron, a stupid and repulsive mountain boy.

Emmy Lou and Jed are in love, and the only happy hours Emmy Lou has known have been spent with him, teaching him to read and write.

"Groundhog" Spence has been courting the widow McCoy, for reasons which he believes are only known to himself, and has gained her consent to marry him. Jed is opposed to the marriage, knowing that Spence knows about the coal.

Handley and his men return to the mountains, apparently to buy timber land but are really conspiring with Spence to cheat the mountain people of their heritage of coal.

Spence celebrates his wedding with a dance in his barn. Jed comes and tries to dissuade his mother from marrying Spence. He finds Handley getting the mountain men to sign documents which they cannot even read. He tries to tell them they are being cheated out of their coal rights, but they will not listen. He is thrown out, but threatens to come back with a band of men to stop the proceedings. While he is gone, his mother and Spence are married, and Spence forces Emmy Lou to marry his son. Jed comes back with a band of masked night-riders and demands that the foreigners be brought out. Handley, hearing the commotion outside, suspects what it is. He gives the rest of the deeds to one of Spence's followers, and tells him to have them signed and delivered to him.

Handley and his men are put on horses and start to ride off. Spence recognizing Jed as one of the riders, fires and wounds him. A shot is fired back. Aaron Spence is killed. Jed and his men ride away with the men from the bluegrass and are pursued by the Sheriff and a band of men. Jed loses his mask, is tracked to his cabin, and captured. He is tried and acquitted.

"Groundhog" Spence, seeing what the outcome of the trial will be, rushes to his home, gets the deeds and makes an attempt to reach the bluegrass before Jed comes. Jed pursues him. Spence attempts to make his escape down the falls on a raft. Jed swims out, reaches the raft, and the two grapple. After a fierce struggle the raft collapses and Spence is drowned. Jed floats ashore and is rescued by Emmy Lou.

The next few years bring many changes. Jed and Emmy Lou are married and prosperous, and even the once dried-up mountain village bears the earmarks of a buzzing township.

Interior Theatre Decorations

As your patrons enter the theatre you might have them confronted with a large, full length picture of Jack Pickford, in his typical mountain-boy regalia. That is, if you don't use this idea in your main lobby display. If you should use this idea of the picture, bear in mind it will be more effective—the picture will show up to a better advantage, if it is cut out of the lithograph and pasted on a heavy background of some kind.

Mail and High School Letter Campaigns

Copy for Mail Campaign

Mail this letter to the members of leading clubs. Especially send it to clubs composed of welfare workers, civic leaders, churchgoers, and women of prominence. This letter has a theme in it that will catch them. Try it out on them by all means. Don't let this chance slip by when you can probably do a lot of good by taking a few minutes' time to send the letter out.

Dear Madam:—We offer you a breath of the by-gones; a trip with "The Hill Billy," beginning next——at the——Theatre.

In "The Hill Billy," there is the ozone of the great out-of-doors; the tranquil spell of mountain nights; the clean and wholesome spirit of a young boy and girl.

Jack's latest photoplay, which we have been fortunate enough to obtain for a——'s showing, is a picture you will be glad for your boy or girl to see. It does not deal with "jazz places" or the evils of ill living.

"The Hill Billy," tells a simple story of a simple day gone by.

It will thrill you; delight you; entertain you—a little love story with some laughs and heartaches, taken from the life of a mountain boy and girl, who lived half a century ago in the back-woods of the Kentucky mountains.

Trusting we may have the pleasure of your attendance at the opening of "The Hill Billy."

Cordially,

Mgr.———Theatre.

Don't Forget the Ushers

The usher is the contact medium with the fan-goer after the ticket is bought.

If the ushers are garbed in some unique fashion after the theme of the story it will have an impression on the patrons.

With the ushers why carry the idea of the lobby display? Why not keep your whole decorative scheme in harmony?

If the ushers are male, have them dressed in the same sort of clothes used by Jack Pickford in "The Hill Billy." If your attaches are female, have them garbed in the simple little dress used by Lucille Ricksen, the leading woman in the production.

This idea can easily be put into effect and with very little cost.

But the simple clothing worn by either Jack Pickford or his leading woman can be procured anywhere. In fact, in the usher's home, probably. If not, try the Salvation Army. They generally have a varied assortment of old clothing that will be absolutely suitable.

Though this idea of having the ushers conform to the clothing used in the picture is not a new one, it will be effective inasmuch as theatre managers seldom have their ushers carry out this scheme except in elaborate costume productions.

Suggestions for Street Stunts

Study the black and white stills, the lithograph paper, and the lobby display cards issued with this production. This material will give you an accurate idea of the costumes worn by Jack Pickford as Jed, the Kentucky mountain youth, and Lucille Ricksen, as Emmy Lou, his sweetheart.

Then get some young high school boy and a high school girl, and dress them up in costumes similar to those worn by the two named players. Have them go singly through the principal streets of your theatre territory, each bearing a placard in some manner which will show the picture title, the theatre name and the play date.

After these two have covered the territory pretty thoroughly singly, let them go over the same routes together. Wandering about, hand in hand, and casting sly glances and smiles at each other, they are certain to attract as much attention to the picture as your forthcoming attraction. They can also be employed to equally good advantage during the run of the picture.

Have a High School Night

Be the first in your town to organize high school students into a body that will help you put over your pictures. Start now with "The Hill Billy."

School children are your best bet oftentimes in exploiting a picture.

Why not designate one night in the week—logically it should be Friday night so it would not interfere with the school work—as High School Night?

It would be wise to get the sanction of the Principal and with his permission it would be simple to adopt such a measure. Then, advertise "High School Night." To get it rolling at first, you might have to give away a few passes but once "High School Night" got started it would be easy sailing for you.

Write letters to the high school children and get them interested. Ask their advice about certain things so that they will feel a personal pride in the high school movement.

On different Fridays let the various classes hold dances in the lobby of the theatre following the show. Before coming school games, permit the yell leaders to rehearse their teams in the "rah rah" yells in the lobby of the theatre. Have the high school colors and pennants hanging profusely in the foyer of the theatre. This High School pep will make big money for you and now is the time to start your "High School Night" with Jack Pickford's "The Hill Billy."

Mail This Letter to High School Students

Use the following letter or revise to suit your needs; but send some kind of letter out, and be the first in your city to start a "High School Night." You won't be sorry.

Dear Booster:—What do you think of having a "High School Night" each Friday at the——Theatre beginning next——? If we start next week you will be just in time to see Jack Pickford's greatest picture, "The Hill Billy," with your school-mates.

Let's have your school the first to start such a movement. A "High School Night" for you would mean coming down to the theatre with the "gang" and having a real good time, I will let you have the lobby of the theatre for a dance. Then you can also use the lobby to rehearse your class yells before the coming big game and the like.

If you have any suggestions to offer on "High School Night" I would be more than glad to have them from you.

Trusting we can all get together soon and have a big night at the——Theatre.

Very cordially,

Mgr.———Theatre.

Before sending this letter to the students be sure to get permission from the Principal and then there will be no conflict or dissension of any kind.

Before holding dances in the lobby get a permit from the Chief of Police. This will be easy if you tell him it is for high school students and that the dances will be held only on special occasions, with the mothers of students chaperoning.

Lithograph Cut-Outs

The paper for this production was made with the idea of exhibitors using it for making cut-outs as well as for billboard display. Every bit of lithograph material issued with the picture lends itself for ready and economical use for cut-out purposes. And every exhibitor knows that much can be accomplished for the box-office by a liberal and competent display of cut-out material. You never had paper better suited for this sort of advertising than that issued with "The Hill Billy."

Material For Advertising, House Organ or Program

Catch Lines that will Catch

Turn off the jazz records and drift back with Jack Pickford in "The Hill Billy," to the Kentucky hill regions where men are men, hearts are genuine, and love is real.

A simple story of genuine love as lived behind the Kentucky hills that fringe our present day civilization—such is Jack Pickford's new photoplay feature, "The Hill Billy."

"The Hill Billy," Jack Pickford's latest motion picture feature, coming next to the Theatre, tells a story that goes away back to the day when out-of-doors meant more than a ballroom.

You will fight with him—thrill with him—cry with him—laugh with him. Be sure to see Jack Pickford in his film sensation "The Hill Billy," a stirring romance of the Kentucky hill regions and the simple hearted, deeply loving, fiercely hating mountaineers.

There was deep romance fifty years ago in the Kentucky mountains just the same as there is a jazz-age love on the boulevards of the great cities today. Jack Pickford will prove this to you in his new picture success, "The Hill Billy," coming to this theatre next.

Jack Pickford's latest photoplay, a heart-stirring melodrama, tells the simple tale of a simple boy and simple girl. In their Kentucky mountain world they wove a simple story of love that you'll never forget. There are a few good laughs, a few poignant heartaches, splendid action and genuine thrills. It is called "The Hill Billy," and is coming to the Theatre next.

She was Emmy Lou. He was just Jed. To each other they were sweethearts. In their everyday world back of the Kentucky mountains they lived and told each other a story—the same story that thrills the boulevards and avenues of to-day. They are the chief characters in Jack Pickford's new film feature, "The Hill Billy." Jack Pickford is Jed and Lucille Ricksen is Emmy Lou. See them here next.

A camera painting of the bygone days snapped for you from among the rural folk of the Kentucky hill regions. These quaint, simple, homely people made to live again before you on the screen. There were lovers fifty years ago in the Kentucky hills, just as there are to-day. See them in Jack Pickford's new film success, "The Hill Billy."

One day a ramshackle old buggy rolled unsteadily down a steep trail in the Kentucky hill regions. At the end of the lane stood a bare-headed and bare-footed youth of the mountains. The boy was Jed. The buggy was driven by Emmy Lou. They met. A romance you will remember as long as you live. It's all told in "The Hill Billy," Jack Pickford's latest screen offering, coming next to the Theatre.

The master touch of romance is painted in "The Hill Billy," Jack Pickford's new photoplay offering. This masterpiece doesn't hang in a golden frame on exhibition in the world's great art galleries, but you will remember it as long as you live after you have seen Emmy Lou and Jed and their love story in "The Hill Billy." Coming next to the Theatre.

Through peaceful lanes and beside shadowy brooks wander Emmy Lou and Jed in a colorful, heart-stirring romance of the screen, "The Hill Billy," Jack Pickford's latest film offering which comes next to the Theatre. You'll be glad you saw it; sorry if you miss it.

Change Color of Your Lights

No more effective way of letting prospective patrons know that you have something special for them showing at your theatre can be found than by changing the color scheme of your lobby lights. If lobby usually is lighted through clear white bulbs, put pale blue or red bulbs in the principal lights and illuminate your lobby cards with white bulbs or baby spots. Colored lights always suggests the theatre and to change the color scheme of your exterior lobby occasionally is to accentuate the showing of something different and to invite inspection of the lobby by prospective box-office customers.

RUN LAST REEL SLOWLY

Exhibitors are hereby notified that the last—or seventh—reel of "The Hill Billy" should be run slowly in order to get the best effect for the audience and to give the spectators the full advantage of a most exciting, thrilling, fight scene on board a make-shift raft as it dashes unguided down a rapidly flowing stream toward the rapids.

This terrific fight is between Jack Pickford, as Jed McCoy, and Frank Leigh, as "Groundhog" Spence. It is easily the big action thrill of the film, but for the audience properly "to get it" the operator in the projection booth should be notified to slow down his machine considerably below the speed used on the rest of the picture.

NOTIFY YOUR OPERATOR

For Programs, House Organs, or Advertising

The Kentucky mountains give birth to the greatest love story of all times. The theme of "I Love You" runs delightfully through the scenes of Jack Pickford's greatest photoplay, "The Hill Billy."

Not the mighty tones of the king's trumpets heralding the coming marriage of crowned heads, but the gentle breeze from the mountain-side; the song of wild birds in the air; whispering the simple story of a pure little love. That is Jack Pickford's greatest endeavor for the cinema world in "The Hill Billy," which comes to the Theatre next.

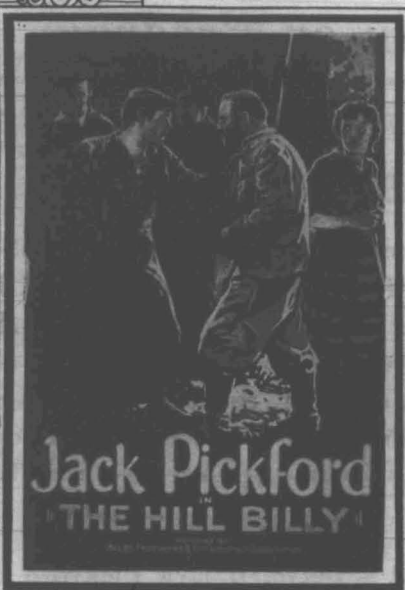
A boy and a girl in a sweet little story of the Kentucky mountains. "The Hill Billy," is a picture you will be proud for your boy and girl to see.

Take a buggy ride down the lane to yesteryear. Forget "cut-outs" and "mufflers" and "stepping on the gas" and ride back to the sweetest, purest, little story of love ever told in Jack Pickford's "The Hill Billy," which comes to the Theatre next.

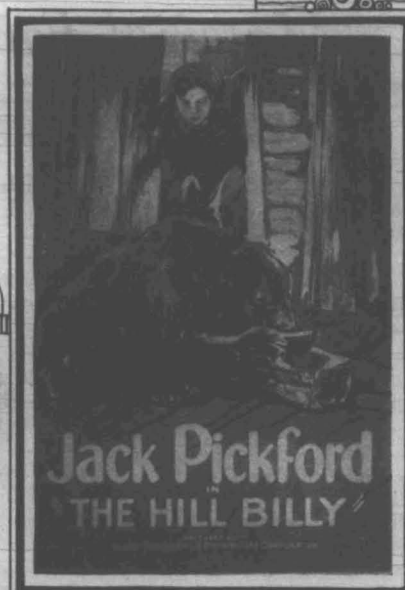
You would be proud for your boy to know Jed McCoy and your girl to know Emmy Lou. They are honest-to-goodness young folk in Jack Pickford's "The Hill Billy," which comes to the Theatre next.

Trailers on "No More Women!" can be ordered by exhibitors direct from National Screen Service, Inc., No. 126 West 46th St., New York City; No. 845 S. Wabash Ave., Chicago, or 917 S. Olive St., Los Angeles. Wire or write, giving exact play dates.

POSTERS



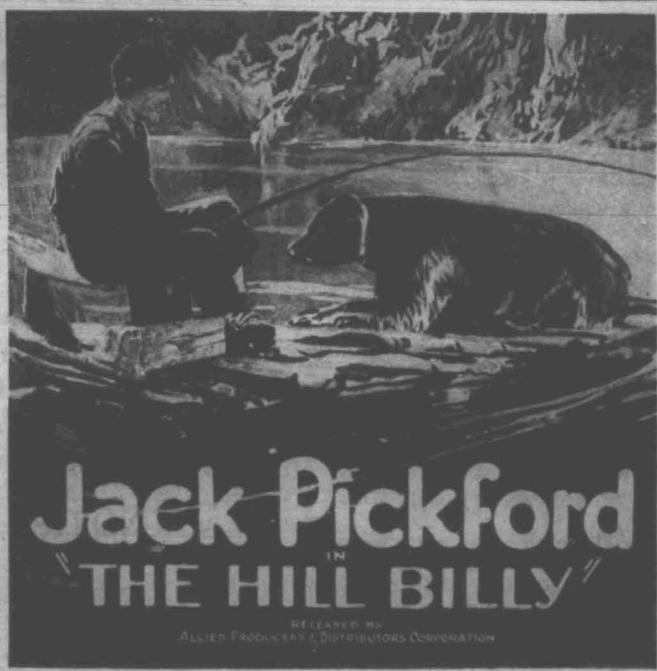
ONE SHEET N°1.



ONE SHEET N°2.



THREE SHEET N°1

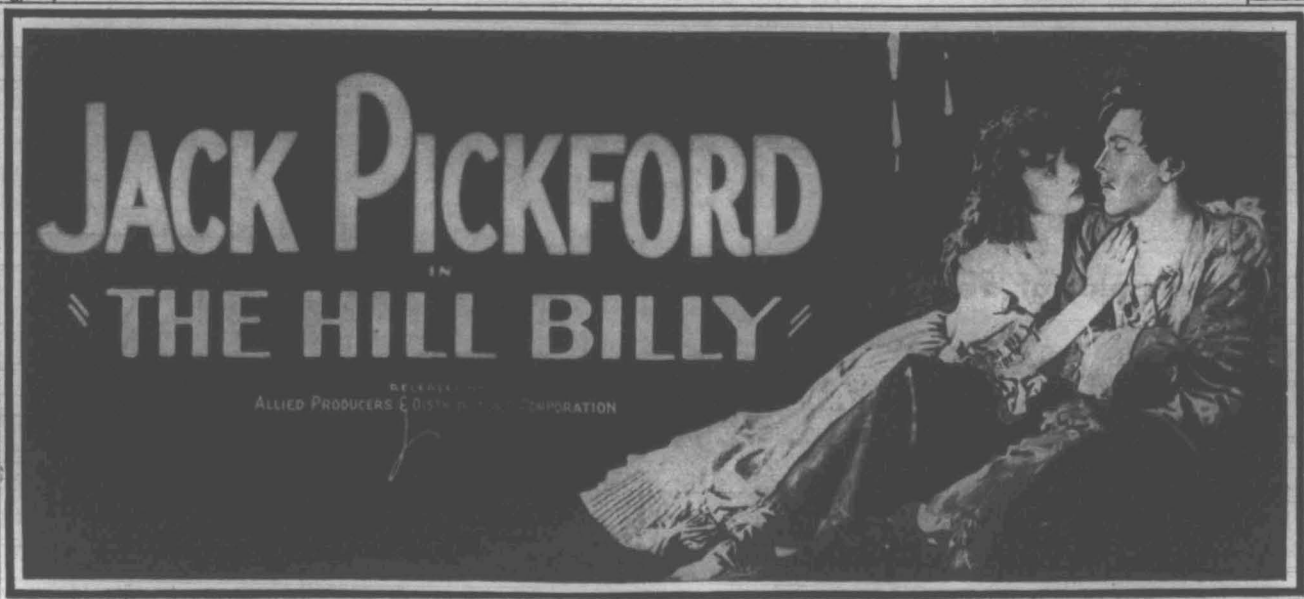


SIX SHEET

Here's paper that pulls and will sell this great mountain melodrama to any kind of theatre-going public. Spread these posters all over your territory and you'll get results at the ticket window. The twenty-four sheet is one of the best ever put out for any attraction.

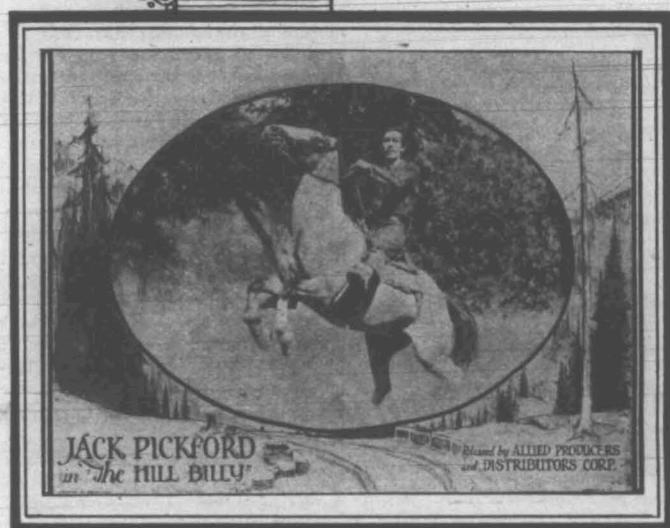


THREE SHEET N°2



24 SHEET

Beautiful Hand-Colored Lobby Display



Lobby Cards—
22x28, beautifully
colored lobby dis-
play, 80 cents per
set of two.



11x14, beautifully
colored lobby dis-
play, 75 cents per
set of eight.



First Advance Publicity Stories for Newspapers

"THE HILL BILLY" FOR JACK PICKFORD

Young Star's Photoplay from Original Story by Famous Sister and Self

A good many decades ago, according to legend, a lone wolf stalked to the summit of a peak in the mountain region of Kentucky, pointed his nose toward the sky, and stood silhouetted against the darkening clouds. His head lifted heavenward, the wolf sent forth his dismal cry. To the mountain folk of that isolated region, the howl of the beast came as an ill omen.

That is the reason the valley sprawled between the mountain ridges became known to the inhabitants as "Valley of the Wolf." That is the reason, also, why Jack Pickford, youthful screen star and independent producer, selected the "Valley of the Wolf," as the locale for his latest Allied Producers and Distributors' Corporation release, "The Hill Billy," which comes to the Theatre next.

"The Hill Billy," is an original story of the Kentucky mountains and the young mountain folk of more than two decades ago, written by the young star himself, his celebrated sister, Mary Pickford, and Marion Jackson, the writer.

Lucille Ricksen, sixteen-year-old star and Hollywood's youngest leading woman, plays the leading feminine role opposite Jack. George Hill, who was associated with the famous director, D. W. Griffith, for a long time and with the late George Loane Tucker, who created "The Miracle Man," directed the picture.

Miss Pickford and her brother, Jack, have admirably tinted the scenes of the story with the wistful feelings and longings of a young mountaineer, whose mind rises above the narrow confines of life in the hill regions.

In the leading role, Jack forgets the part in his hair, the stiff collar, the tuxedo, and appears in tattered garb and bare feet, in that characterization of American youth, which has endeared him to the hearts of the motion picture public.

In addition to more than the average sisterly and brotherly affection between these leaders in screen work, Miss Pickford feels she owes this present service to Jack because of his aid to her in a directorial capacity in two of her big feature successes, "Through the Back Door" and "Little Lord Fauntleroy."

For nearly two years Jack Pickford was not seen on the screen, and in this time he was with his famous sister as one of her film directors. Then he decided to return to the screen, not only as a star, but as an independent producer. The smashing success of his first venture in his combined field, "Garrison's Finish," which quickly proved its box office and audience value, shows the wisdom of his decision.

NO "JAZZ-AGE" FILM FOR JACK PICKFORD

"The Hill Billy," His New Photoplay, a Simple Story of Kentucky Mountaineers

In "The Hill Billy," Jack Pickford's latest and greatest photoplay, an Allied Producers and Distributors' Corporation release, which comes to the Theatre next—is an embodiment of the genius of the young star, his famous sister, Mary Pickford, and Marion Jackson, the writer.

Jack and Mary Pickford had talked over the idea of "The Hill Billy" for several months. They had planned together that it would make a great motion picture production. So brother and sister decided to write the story. With the aid of Marion Jackson the two produced an original tale of the Kentucky mountains, now known to the cinema world as "The Hill Billy."

This latest production is the dream of Jack Pickford come true. Ever since he and his sister talked over the idea for the story he had been wanting to make it for the screen. Now, his greatest ambition, his sincerest endeavor for the silver sheet, is being shown throughout the world.

"I wanted to make a story different from all the rest," Jack said. "I wanted to try to make the theatre-public forget some of the jazz-age specials. I wanted to get away from allegorical tales that point out a parallel moral in today's way of living. That's why I have made my present production."

"In 'The Hill Billy,' I have done my very best to give the motion picture audience something clean, wholesome, and fine. I have taken my story back fifty years ago into the Kentucky mountains."

"I have placed a few simple people up in those hills and in the valleys. They have been given their troubles and their joys. Romance comes up in that section just as it comes in other parts of the world today."

"My picture is elaborate only in that it is full of vital, American people. They do not dress in regal splendor or have the pomp that a crown commands. They are garbed in their own simple style of the backwoods—they are just simple folk of a simple day."

Nothing serves so well in helping keep fit for work before the motion picture camera as horse-back riding in connection with other forms of athletic and gymnasium work, says Jack Pickford, the youthful screen star and producer of "The Hill Billy," which comes to the Theatre next—and which is from Jack Pickford's original story of the Kentucky mountain region and its people. It was written by himself and his celebrated sister, Mary Pickford. Lucille Ricksen has the leading supporting role, and George Hill was the director.

JACK PICKFORD DUE IN HIS BEST FILM

Comes Next Week to the Theatre in "The Hill Billy"

Jack Pickford returns to "Movie row" next—at the Theatre, in "The Hill Billy," the greatest and most appealing picture of his entire career.

"The Hill Billy," is a tonic for the jaded motion picture appetite. It is a simple story of a simple day that will stick with audiences as long as motion pictures are shown, says the manager of the Theatre.

Jack Pickford has come back as the ragged, yet dominant boy of the Kentucky hills. Garbed in his tattered mountain-boy clothing he is the daring, adventuresome, lovable youth of the backwoods.

There aren't any risqué situations, or suggestive episodes in Jack's latest Allied Producers and Distributors' Corporation release. It is a picture of the great American out-of-doors. The characters are real and genuine. Lucille Ricksen, who supports Jack, as Emmy Lou, is the sweet and demure maid of the hills who brings romance into the life of a lonesome boy. Miss Ricksen, who is famed as Hollywood's youngest leading woman, rises to the height of her dramatic pinnacle in this picture.

She gives a superb portrayal of a wistful and delicate little girl about to fall into the clutches of the valley's most feared and despicable character. You will fight every inch of the way with her and rejoice when her rescue comes.

Jack has made good in his promise to give to the screen his sincerest and greatest picture—"The Hill Billy."

THIS MOVIE STAR A BASEBALL FAN, TOO

As relaxation after a day of many hours in the studio and on the movie lot, Jack Pickford, youthful screen star and producer, plays baseball with his associates at the Pickford-Fairbanks studio where he made "The Hill Billy," his latest feature film coming next to the Theatre.

He is an ardent baseball fan, and fond of every angle of the game. He also spends much time in the Douglas Fairbanks gymnasium, keeping fit for work before the camera. "The Hill Billy," is a story of the Kentucky mountains and the people of that region. The story is Jack's own and was written by him, with the aid of Mary Pickford, his celebrated sister. George Hill was the director, and Lucille Ricksen, sixteen-year-old film actress, has the leading feminine characterization because of her peculiar fitness for the part.

JACK PICKFORD HAS FILMLAND'S FUNNIEST

Three Celebrated Screen Comedians Support Star in "The Hill Billy"

Jack Pickford used three of the funniest men of filmland in his latest photoplay, "The Hill Billy," which comes to the Theatre next. Two of the comedians are of the old school, having been starred in their own rights for several years by various motion picture companies in Hollywood.

Billy Franey, who has been starred by Universal, Fox, Triangle, Mack Sennett, and at one time had his own producing unit, plays one of the leading comic roles in Jack's most recent Allied Producers and Distributors' Corporation release, which will run more days at the Theatre.

Harry Todd, another well known comedian, who a few years ago was starred by the Broncho-Billy Comedy Company, enacts one of the funny roles in the Kentucky mountain picture. Snitz Edwards, who plays the part of the cub reporter, notary public and justice of the peace, has played with nearly every big star of the day. He is also working in Douglas Fairbanks's new picture, "The Thief of Bagdad."

"The Hill Billy" is an original tale of the by-gones in the Kentucky mountains, written by the young star, his famous sister, Mary Pickford, and Marion Jackson, the writer. George Hill directed the picture.

UNUSUAL STORY FOR JACK PICKFORD FILM

The dauntless courage of youth has been the guiding genius which motivated Jack Pickford's latest photoplay, "The Hill Billy," which comes to the Theatre next.

Jack returns to the screen in his second Allied Producers and Distributors' release as the red-blooded boy of the hills. A he-man throughout the picture with the vigor and rustic cleanliness of the open mountainous country.

Youth plays hand and hand with Jack throughout "The Hill Billy." Lucille Ricksen, Hollywood's sixteen-year-old leading woman, plays opposite Jack as the wistful, timid, little maiden of the hills.

The picture story was written by Jack, his famous sister, Mary Pickford, and Marion Jackson, the writer. George Hill directed the picture. The cast also includes Jane Keckley, Frank Leigh and Ralph Yearsley.

News Matter About Star and Leading Players

BEGAN AS A CUPID, LEADING WOMAN NOW

Lucille Ricksen Has Fine Role in Jack Pickford's "The Hill Billy"

About eight years ago a mother and child walked slowly down Michigan Avenue, Chicago, toward the Essanay Motion Picture Company Studio.

To the child, if their venture proved successful, it would mean the culmination of her baby day dreams.

To the mother it would mean happiness because her child's ambition was her ambition.

The child who walked boldly along with her mother to the first step in her motion picture career has since become known to the screen world as Lucille Ricksen, Hollywood's sixteen-year-old leading woman.

At the old Essanay Company, which gave birth to a score of celebrities, Lucille was given a "bit" in a Henry B. Walthall picture as a little Cupid. From the Essanay plant Lucille played various little parts at the different studios.

Then mother and daughter packed up the family belongings and went to California. Soon afterward one of the big companies began a search for a girl to play the part of the dainty little sweetheart in the Edgar Jones-Booth Tarkington series. Lucille was given a screen test and unanimously chosen by studio officials as the suitable type for the role.

Recognition came quickly for Lucille in the role of this lovely little girl. Then a year or so went by and she began growing up a bit. No longer did the childish curls hang down the back. She "did up" her hair, and the short skirts were lengthened. Overnight, almost, bloomed a fair young leading woman for the motion picture planet.

When Marshall Neilan, famous director and producer, began his search for the actress to portray the leading role in his "The Rendezvous," he immediately sought—not Lucille, the little girl of yesterday—but Miss Ricksen, if you please, leading woman of to-day. Neilan also used the young leading woman in his "The Strangers' Banquet."

She has had important roles in two Rupert Hughes' pictures, "The Old Nest," and "Look Your Best." Other pictures she has played in are "The Married Flapper," "The Girl Who Ran Wild," and "The Judgment of the Storm."

Miss Ricksen is under a three-year contract to the Thomas H. Ince Studio. She was borrowed by Jack Pickford to play his leading woman in "The Hill Billy," this young star-producer's second picture for Allied Producers and Distributors' Corporation, and which is announced as the feature attraction for next—at the Theatre.

FINDS ROMANCE IN HIS SCREEN CAREER

Ralph Yearsley Has Important Role in Jack Pickford's New Picture

Ralph Yearsley, who plays the part of Arron Spence, a stupid boy, in Jack Pickford's "The Hill Billy," which comes to the

Theatre next—is an example of one who has successfully fallen below the mark of his ambitions.

Yearsley, who is noted for his rube boy characterizations studied medicine in Australia before embarking on a theatrical career.

"It was my ambition from early childhood to be a doctor," Yearsley says "It always seemed to me there was a romance in the study of medicine that the outside world knew nothing of."

"I wanted to make an exhaustive study of medicine and write the romance of the medical sphere into a book."

"Though I have fallen short of becoming a physician I am very glad, because in the realm of motion pictures I have found more romance and interesting subjects than I ever dreamed I could find in the study of medicine."

The young actor was born in Perth, Australia. He served overseas for nearly a year with the British Army and following the war came to the United States. It was in New York that Yearsley first entered motion pictures. He began as an extra in John Barrymore's "Dr. Jekyll and Mr. Hyde." For his first day's work he received \$5. His next venture before the camera was in a mob scene for which he received \$3.50 a day.

Yearsley, however, did not long remain in the ranks of the "extras." With his entrance into pictures came a distinct type—one which is constantly in demand. After going to Hollywood, he began playing prominent roles in such pictures as "Pardon My French," for Goldwyn; "Tollable David" with Richard Barthelmess; and "The Village Blacksmith."

In Jack Pickford's latest picture, "The Hill Billy," an Allied Producers and Distributors' Corporation release, Mr. Yearsley is admirably suited for the role of the stupid and repulsive country boy.

MARY PICKFORD MAID IN BROTHER'S PICTURE

Mme. de Bodamere, Mary Pickford's French maid, has other ambitions than that of being "Little Mary's" maid. Mme. de Bodamere, who will probably be remembered for her fine characterization of "Ma Longman" in Miss Pickford's recent "Tess of the Storm Country," and who also plays the part of her "reel" maid in "Rosita," her latest production, plays an "extra" bit in Jack Pickford's

FILM DIRECTOR OWES RISE TO HARD WORK

George Hill Helped Jack Pickford Produce "The Hill Billy," New Picture

Back a few years ago when the old Biograph Company was important in the motion picture world, it was much harder to break behind the studio walls than it is today. It was a kind of "survival of the fittest" game inasmuch as those trying to break into the picture ranks often waited days at the great big twelve foot gate that barred the entrance to the studio.

And when the gate swung open it was a happy moment for someone. It usually meant that some person out of the crowd was going to be given a chance of some kind within the domain of the studio walls.

One day, some years ago, the gate opened and it was announced that an assistant stage carpenter was needed. Everyone stood back. Those in the crowd could not think of lowering themselves to such a depth of labor. It seemed that everyone had aspirations to be stars or directors, when a young fellow stepped out of the crowd and declared:

"I'll take the job."

The "young fellow" was George Hill, who directed Jack Pickford in his greatest bid for the cinema world, "The Hill Billy," an Allied Producers and Distributors' Corporation release, which comes to the theatre next.

Hill, who was keenly educated, succeeded admirably with his job as an assistant stage carpenter. When he was not busy handling sets and mapping out scenery, he was visiting on other sets and receiving instructions in other lines of studio work.

Soon he became adept in the handling of a camera. He was promoted from his first studio job to a cameraman.

His rise was rapid after that. From cameraman he became an assistant director under one of the greatest living directors, D. W. Griffith, and worked with the noted megaphone wielder on many of his big successes. Later, Hill co-directed with the late George Loane Tucker, famed for his "The Miracle Man."

"The Hill Billy," his new picture, which comes to—Theatre next—

Mme. de Bodamere is what is known as a "type" and her greatest ambition is to become a "villainess" or a "female Wallace Beery."

"I want to start at the bottom," she says, "and having been on the set with Miss Pickford for so long a time, I realize that after observing scores of other actors and actresses, it is only through patient and sincere endeavor that one is able to achieve even a little recognition."

JACK PICKFORD CAST CAREFULLY CHOSEN

Young Star Has Exceptional Support in "The Hill Billy," New Film Play

Never has there been a cast more characteristic of the types involved in the story than the one engaged by Jack Pickford for his new picture, "The Hill Billy," an Allied Producers and Distributors' Corporation release coming next—to the Theatre.

Jack carefully chose the players. Each member of the cast was given tests before a final decision was rendered by Jack and his director, George Hill.

It was Jack's aim to have the players life-like and genuine on the screen. He wanted to get away from the usual types that smack of too much make-up in order to resemble the parts.

Lucille Ricksen, Hollywood's famed little leading lady, is portraying the role of the wistful little country sweetheart. Frank Leigh, well known English actor, who secured a tremendous hit in Ethel Barrymore's "Life's Whirlpool," is enacting the role of the heavy. Jane Keckley, who has probably played more mother parts than any other actress, is playing the part of Jack's mother in the picture. Ralph Yearsley plays the part of a stupid and repulsive country boy.

"THE HILL BILLY" RESEARCH CORRECT

If it were possible to retrace the times and customs of a hundred or more years ago in the Kentucky mountains, one would see the same sort of people and their surroundings as Jack Pickford presents in his latest photoplay, "The Hill Billy," an Allied Producers and Distributors' Corporation release, which comes to the Theatre next.

Tireless research has brought to light the lives and customs of these rugged people of the hills. George Hill, Jack Pickford's director, Marion Jackson, the writer, and Jack spent weeks of ceaseless study of the various histories of Kentucky seeking data, in order to present the characters and their surroundings in a vivid, natural light.

Lucille Ricksen, Hollywood's little leading lady, was chosen to play the lead with Jack. Her interpretation of the timid, little backwoods girl is portrayed in a convincing manner. Frank Leigh, Jane Keckley, and Ralph Yearsley also have important roles.

Ready Made Ads That Will Get Business



JACK PICKFORD *"The Hill Billy"*

*Suggested by a John Fox Jr. story
Adaptation by Marion Jackson
Direction by George Hill*

*Tenderest romance,
uproarious comedy,
bewildering mystery,
action that thrills,
a story that grips—
all in this great
mountain melodrama.*

Space for Theatre Name

No. ALD13-1—One column advertising. Price 30 cents.
Mats 5 cents.



JACK PICKFORD *in "The Hill Billy"*

*Suggested by a John Fox Jr. story
Adaptation by Marion Jackson
Direction by George Hill*


Mountain Melodrama

*That fascinates with its heart romance and
enthralls with its amazingly swift action.
A plot so full of mystery that it puzzles to
the end. Comedy that keeps you roaring.
Jack Pickford at his best in a big picture.*

Space for Theatre Name

No. ALD13-2—Two column advertising cut. Price 50 cents. Mats 10c.

Use These Ads for Real Box-office Results



JACK PICKFORD
in *"The Hill Billy"*

Suggested by a John Fox Jr., story — Adaptation by Marion Jackson
Direction by George Hill

A thrilling, gripping, mountain melodrama with a love story that holds, a plot that bewilders in its mystery. Action so amazingly swift that you fairly gasp. The inside life of Kentucky hill folk of fifty years ago. Not a dull moment.

Space for Theatre name

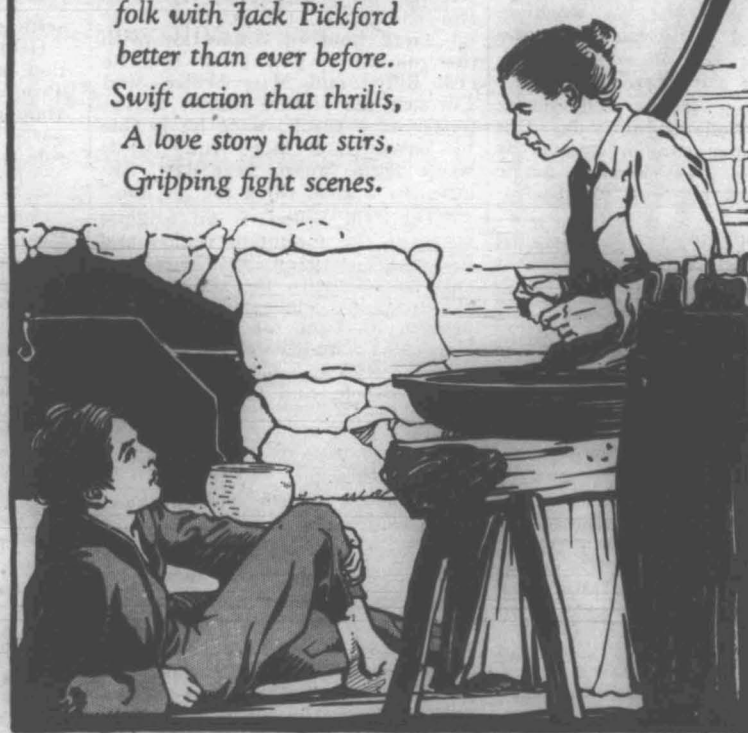
No. ALD13-2—One column advertising cut. Price 30 cents. Mats 15 cents.

Space for Theatre Name

JACK PICKFORD in *"The Hill Billy"*

Suggested by a John Fox Jr., story — Adapted by Marion Jackson
Direction by George Hill

A tremendous melodrama of the Kentucky mountain folk with Jack Pickford better than ever before. Swift action that thrills, A love story that stirs, Gripping fight scenes.



Space for Theatre name

No. ALD13-4—Two column advertising cut. Price 50 cents. Mats 10c.

More Publicity Stories that Papers Will Use

MARILYN MILLER HIS FILM INSPIRATION

**Jack Pickford Enthused by
Bride's Presence in Mak-
ing "The Hill Billy"**

When Marilyn Miller, famous musical comedy star, and Jack Pickford, equally noted screen star and producer, were married, Miss Miller was playing the leading role in "Sally" and Jack was busy making motion pictures at Los Angeles. He had to spend a lot of time commuting from Hollywood to the principal Eastern cities for an occasional visit with his bride.

When Miss Miller's engagement in "Sally" came to an end and her vacation began, she found that Jack Pickford had begun work on his new picture, "The Hill Billy," an Allied Producers and Distributors' Corporation release coming next to the Theatre.

So, Miss Marilyn hied straight to Hollywood, and spoke right up to Friend Husband, thusly:

"While I was playing 'Sally' you travelled thousands of miles to see me. Now, you're head over heels in 'The Hill Billy,' so I've come to see you. We'll just spend our vacation—honeymoon together right here on the 'lot,' among the sets. You go right on working, and I'll lend you whatever moral support you get out of my presence on the side-lines."

So between scenes and during the brief periods of Jack's day, this popular young couple, known as the happiest pair in the movie colony, could be seen always together.

"The Hill Billy," is an original story of the Kentucky mountains and the hill people. The story was written by Jack Pickford, his sister, Mary Pickford, and Marion Jackson. George Hill directed the picture, and Lucille Rickson has the leading role in support of the star.

Wolfe County, Kentucky, about the year of 1870 was reconstructed for Jack Pickford's "The Hill Billy," which comes to the Theatre next. The little rural domain with its crude characteristics was brought to life in Feather River Canyon, where Jack and his troupe filmed the exterior scenes for his latest Allied Producers and Distributors' Corporation release. The Wolfe County court house, which when not used for a murder session, served as the country schoolhouse, was created for some of the important scenes in Jack's latest photoplay. The McCoy cabin was built. "Ground-hog" Spence's shack was "just 'round the mountain and a couple of gulleys down." All this and more is to be seen in Jack's picture, "The Hill Billy."

JACK PICKFORD BRIDE AIDS HIS FILM WORK

**Marilyn Miller Has Own Ideas
as to First Duties
of Wife**

Marilyn Miller, musical comedy star, has her own ideas as to the duties of a wife. Chief of these is that she would "go along" with her husband in whatever may constitute his day's work.

Hence part of each day in her vacation months was given over to gymnastic team work with her husband, Jack Pickford, the young motion picture star and producer, when he was working many hours daily whipping into shape the scenes on his new photoplay, "The Hill Billy," an Allied Producers and Distributors' Corporation release booked for next at the Theatre.

Just as soon as each day's work was over Miss Marilyn joined Jack who quickly got out of the drab and more or less tattered costume of a youth of Kentucky mountain regions, and the two began a strenuous hour in the gymnasium attached to Douglas Fairbanks's studio.

"This daily exercise stunt helps Jack get his mind entirely free from the worrisome things that come up every hour in connection with the role he is presenting in 'The Hill Billy,' said Miss Miller, 'and I'm sure the picture will be all the better as a result, since he is able to concentrate more fully when work begins again next day. Besides, it's a good thing for me, too.'"

"The Hill Billy," is an original story of the mountain region and its people written by the young star himself, with the aid of Mary Pickford, his celebrated sister, and Marion Jackson, of the Pickford Fairbanks studio scenario staff. Lucille Rickson has the leading feminine role, and George Hill did the directing.

After a day in the Pickford-Fairbanks studio, where he put in many strenuous hours each day on his new picture, "The Hill Billy," Jack Pickford, noted screen star and producer, forgot movie scenes and sets by rushing home to his beautiful young wife, Marilyn Miller, of "Sally" fame, who spends her vacation between musical comedy seasons with her young husband at Hollywood, and the two then work together planting flowers to further beautify their bungalow home. "The Hill Billy" is from an original story of the Kentucky mountains and the people of that region. It was written by the young star and his celebrated sister, Mary Pickford. Lucille Rickson has the leading feminine role of the mountain girl, and George Hill directed the picture.

MARILYNN MILLER A PICTURE ENTHUSIAST

**Thrilled by Watching Husband
Making His New Film,
"The Hill Billy"**

With tennis racket put away, swimming suits drying and golf togs discarded, the vacation of Mr. and Mrs. Jack Pickford ended and work began on "The Hill Billy," The former's second Allied Producers and Distributors Corporation film release coming next to the theatre.

Marilyn Miller and Jack Pickford entered the screen settings with the same enthusiasm they displayed on the tennis courts and golf links, Marilyn lending her popular young husband support from the sidelines while the camera clicked.

"I have never been so thrilled," Mrs. Pickford declared after her first day on the set. "Picture making is certainly a romantic thing. I shall be very happy when I co-star with Jack in a picture, and I'm sure that time will be soon."

"The Hill Billy" is Jack's sincerest bid for the cinema world. It is a story that has been written especially for the star by himself, his sister, Mary Pickford, and Marion Jackson, and consequently is admirably suited for him. It is a story of the Kentucky mountains with the settings of a decade or so ago.

George Hill directed the production, which is Jack's second Allied Producers and Distributors' Corporation release. Lucille Rickson supports Jack in the leading feminine role.

During his recent tour along the Pacific Coast, Dr. Ernest L. Crandall, president of the Board of Visual Instruction and Education in the State of New York, and his party, was a guest of Jack Pickford at the Pickford-Fairbanks Studio in Hollywood, when the youthful star and independent producer was at work on his latest photoplay, "The Hill Billy," now showing at the Theatre. "I have never been so impressed with the cleanliness of motion pictures as I have with 'The Hill Billy,'" Dr. Campbell declared after a day's visit on the set.

Malcolm Waite, who was commissioned a captain in the Seventy-first Regiment, Twenty-seventh Division, A. E. F., during the beginning of the war, and later served overseas as a private, plays an important part in Jack Pickford's latest photoplay, "The Hill Billy," now playing at the Theatre. Waite, who was termed "Big Boy" by the stars and crew around the studio during the filming of Jack's production, enacts the role of the leader of the "McCoy Gang" in "The Hill Billy." He is of unusual build and handsome, and a characteristic type of the mountainous region. To play the part in Jack's picture, Waite grew his beard to a shaggy length.

FLAPPER HEIRESS IN JACK PICKFORD FILM

**Wealthy Omaha Girl Plays as
an Extra in "The Hill
Billy"**

A veritable melting pot of the varied scale of actors and "extras" were used by Jack Pickford in his latest photoplay, "The Hill Billy," which comes to the Theatre next.

One of the most distinguished "extras" used during the filming of Jack's latest Allied Producers and Distributors' Corporation release was sixteen-year-old Margaret Caldwell Shotwell, self-styled flapper, and heiress to nearly a million. She is the daughter of Frank Shotwell, prominent lawyer of Omaha, Neb. Her mother, a literary critic, is known under the nom de plume of "Badollet." Margaret doffed her silks, placed her swagger stick on the dressing table in one of the dressing rooms at the Pickford-Fairbanks Studio, Hollywood, donned a tattered apron and sun bonnet and worked in one of the court room scenes in "The Hill Billy."

She was given the regular "extra" check of \$7.50 for her day's services. Instead of cashing the check, she had the youthful star autograph it for her.

Alphie James, well known stage actor, and a luminary of Ziegfeld's banner, plays an important comic bit in Jack's production. It is James' first work on the screen.

Lucille Rickson, who enacts the role of Emmy Lou, the little country maid, in Jack Pickford's "The Hill Billy," now showing at the Theatre, began her motion picture career eight years ago as a cupid in a Henry B. Walthall picture. Besides having the distinction of being the youngest leading woman in motion pictures, this sixteen year old screen actress has few equals in the silversheet world for genuine emotional acting. In "The Hill Billy" Miss Rickson rises to the pinnacle of her dramatic ability. As the typical wistful, little girl of the backwoods, with her two braids of hair hanging in youthful fashion down her back, Hollywood's youngest leading woman portrays the role of a sweet little country lass. Miss Rickson, as Emmy Lou, will romp into your hearts, with that same carefree spirit of childhood abandon that she romps about the Kentucky mountains.

Jack Pickford began the actual filming of "The Hill Billy," Monday, July 16, at the Pickford-Fairbanks Studio, Hollywood. After a few days of interior work, Jack, his wife, Marilyn Miller, and the cast and production staff left for location at Boulder Creek, being gone for more than two months filming the exterior scenes. The cast includes Lucille Rickson, Frank Leigh, Ralph Yearsley, and "Mammy" Peters. George Hill directed the picture. The sets were designed by Harry Oliver, assisted by George Underdale.

A 3-Col. Ad That Will Dominate Any Page

Space for Theatre Name

JACK PICKFORD *in* **"The Hill Billy"**

A "Hill Billy" And A Girl

Met in the Kentucky mountains fifty years ago, and fell in love. Their romance was blocked many times, but ever their hearts were loyal, true, and their courage held.

Greed For Gold

By others was their chief obstacle and this led them to scheming pitfalls, mystery, treachery, intrigue, violence. Through it all the love of the Boy and the Girl held and in the end Hearts triumphed as they always will.

Romance, Action, Thrills, Comedy

*Suggested by a John Fox, Jr. story ~ Adaptation by Marion Jackson
Direction by George Hill*



No. ALD 13-5—Three column advertising cut. Price 75 cents. Mats 20 cents.

Teaser Ad Campaign and Star-Scene Cuts

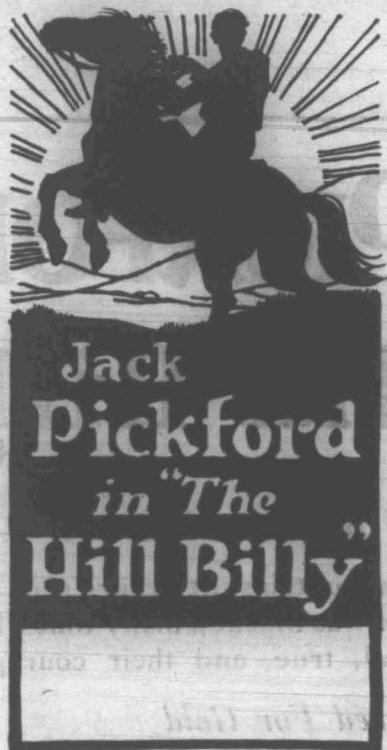
ADVANCE CAMPAIGN TEASER ADS

The special artist's designs for one column advance campaign teaser ads for "The HILL BILLY!" shown in the next column were made especially for the exhibitor who wants to go right out after big box office results in a big way; who wants results in a big way; who wants his advertising matter to be entirely different from that of his competitor; who wants to stir up a lot of curiosity and word-of-mouth publicity about his coming feature before he begins his regular display advertising campaign.

THERE ARE NO CUTS OR MATS ISSUED on these special one column artist's design. Exhibitors will have to HAVE THEIR OWN CUTS MADE from the designs shown herewith.

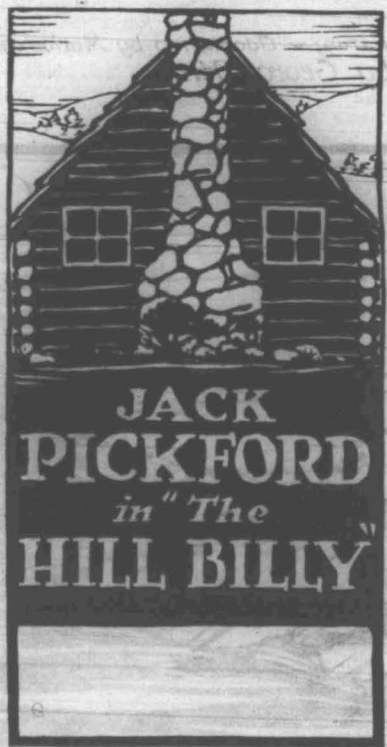
To get the best results from an advance campaign with these teaser ads they should be run for three or four days prior to the beginning of the regular display advertising. In this way the teasers will tie-up directly with the regular advertising.

The cost of making the cuts from these designs is small; the cost for the advertising space will not be very large. And certainly the results to be reaped at the box office will far exceed the cost of cuts and space.



Scene from JACK PICKFORD in "THE HILL BILLY"

No. AL13-1—One column scene cut (coarse) for newspapers. Price 30 cents. Mats 5 cents.



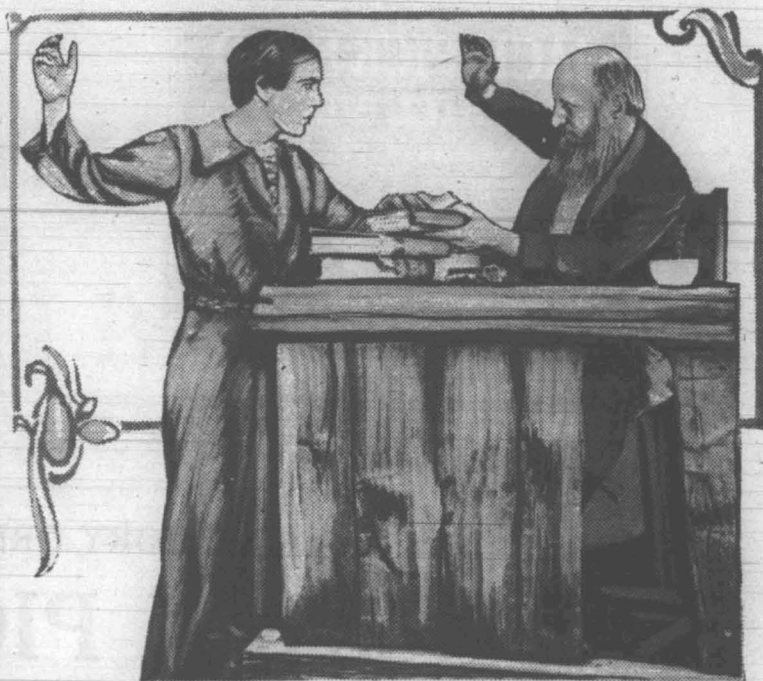
JACK PICKFORD in "The HILL BILLY"

No. AL13-2—One column scene cut (coarse) for newspapers. Price 30 cents. Mats 5 cents.

Scene Cuts for Your Newspaper Publicity



Scene from JACK PICKFORD in "THE HILL BILLY" ~



Scene from JACK PICKFORD in "THE HILL BILLY" ~

No. AL13-3—Two column scene cut (coarse) for newspapers. Price 50 cents. Mats 10 cents.

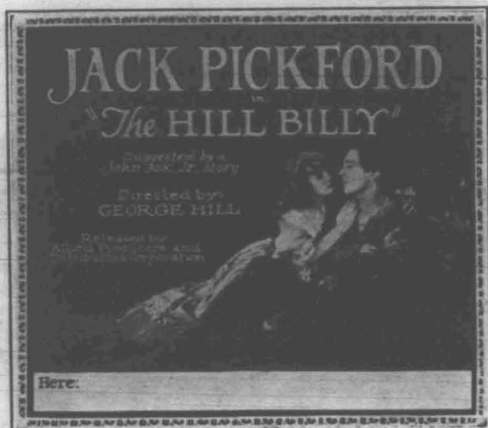
No. AL13-4—Two column scene cut (coarse) for newspapers. Price 50 cents. Mats 10 cents.



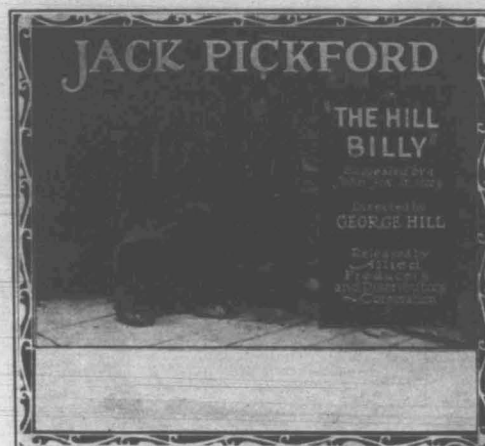
Scene from JACK PICKFORD in "THE HILL BILLY" ~

No. AL13-5—Three column scene cut (coarse) for newspapers. Price 75 cents. Mats. 20 cents.

Slides and the Order Blank



Slide No. 1—Price 15 cents.



Slide No. 2—Price 15 cents.

ACCESSORY ORDER BLANK FOR JACK PICKFORD IN "The Hill Billy"

7 reels

Address _____

Name of Town _____

	How Many	Amount
POSTERS		
One Sheet, No. 1, 12 cents.....		
One Sheet, No. 2, 12 cents.....		
Three Sheet, No. 1, 36 cents.....		
Three Sheet, No. 2, 36 cents.....		
Six Sheet, 72 cents.....		
Twenty-four Sheet, \$2.00.....		
LOBBY DISPLAY PHOTOS		
Hand colored, 22x28 (two in set), 40 cents each.....		
80 cents per set		
Hand colored, 11x14 (eight in set), 75c per set.....		
Black and white squeegee photos for newspapers and lobby (fifteen in set) 10 cents each.....		
SLIDE No. 1, 15 cents.....		
SLIDE No. 2, 15 cents.....		
"THE HILL BILLY!" SCENE CUTS		
(For newspaper use)		
AL13-1—One column, 30 cents, mats 5 cents.....		
AL13-2—One column, 30 cents, mats 5 cents.....		
AL13-3—Two column, 50 cents, mats 10 cents.....		
AL13-4—Two column, 50 cents, mats 10 cents.....		
AL13-5—Three column, 75 cents, mats 20 cents.....		
ADVERTISING CUTS, LINE DRAWINGS		
ALD13-1—One column, 30 cents, mats 5 cents.....		
ALD13-2—One column, 30 cents, mats 5 cents.....		
ALD13-3—Two column, 50 cents, mats 10 cents.....		
ALD13-4—Two column, 50 cents, mats 10 cents.....		
ALD13-5—Three column, 75 cents, mats 20 cents.....		
TOTAL		
Kindly remit full payment with accessory order.		

MATS—
How many

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FEB 28 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Mary Pickford Fairbanks & Charlotte
Smith

THE HILL BILLY (7 reels)

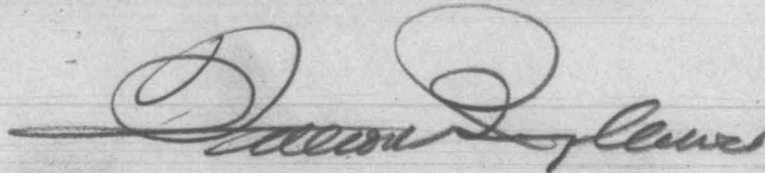
Respectfully,

FULTON BRYLAWSKI

The Mary Pickford Fairbanks & Charlotte Smith
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
THE HILL BILLY	2-28-24	L: ©CIL 19951

The return of the above copies was requested by the said
Company, by its agent and attorney on the 28th day of
February, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



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